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PTO/SB/08A (08-00)

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet

1

of

7

Complete if Known

Application Number	10/017,640
Filing Date	December 14, 2001
First Named Inventor	William Matz
Group Art Unit	3629
Examiner Name	J. P. Ouellette
Attorney Docket Number	BS01342

U.S. PATENT DOCUMENTS					
Examiner Initials	Cite No.	U.S. Patent Document		Name of Patentee or Applicant of Claim Document	Date of Publication of Claim Document MM-DD-YYYY
		Number	Kind Code ² (if known)		
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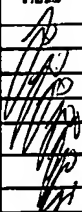
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Substitute for form 1449/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/017,640
		Filing Date	December 14, 2001
		First Named Inventor	William Matz
		Group Art Unit	3629
		Examiner Name	J. P. Ouellette
		Attorney Docket Number	BS01342
Sheet	2	Of	7

U.S. PATENT DOCUMENTS						
Examiner Initials *	Cite No.	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ^a (if known)			
		US- 6,172,674 B1		Etheredge et al.	01-09-2001	
		US- 6,202,210		Ludtke, Harold A.	03-2001	
		US- 6,262,566 B1		Freeman et al.	06-28-2001	
		US- 6,314,577 B1		Pocock	11-08-2001	
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		US- 2002/0143847 A1		Headings et al.	10-2002	
		US- 6,463,565		Hendricks et al.	10-2002	

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Examiner Initials*	Cite No.	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Off ice ^a	Number ^a	Kind Code ^a (if known)			T ₆
			EP 1162840 A2		Wilson et al.	12-2001	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		PCT Publication No. WO 94/17809 (Kerf et al., 06-04-1994)	
		CAULEY, LESLIE, "Microsoft, Baby Bell Form Video Alliance," <i>The Wall Street Journal</i> , September 26, 1994.	
		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/com_cgi/print/print.cgi?url=http://devices.../report_interactive.html , (11/16/01) pp.1-2.	
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EXAMINER: *[Signature]* DATE CONSIDERED: 7/16/05

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	10/017,640
		Filing Date	December 14, 2001
		First Named Inventor	William Matz
		Group Art Unit	3629
		Examiner Name	J. P. Ouellette
		Attorney Docket Number	BS01342
Sheet	3	of	7

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		"How Wink Works," What is Wink: How wink works, www.wink.com/contents/how_it_works.html , (11/18/01) p. 1 of 1.	
		"What is Wink: Examples," What is Wink - Examples, www.wink.com/contents/examples.html , (11/18/01) pp. 1-2.	
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Examiner Signature		Date Considered	7/12/05
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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet 4 of 17

Complete if Known

Application Number	10/017,640
Filing Date	December 14, 2001
First Named Inventor	William Matz
Art Unit	3629
Examiner Name	J. P. Ouellette
Attorney Docket Number	BS01342

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
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		US- 5,794,210	8/11/1998	Goldhaber et al.	
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Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ³
		Country Code ⁴ Number ⁵ Kind Code ⁶ (if known)				
		WO 99 52285A	10/14/1999			
		WO 99 04581A	1/28/1999			
		WO 99 45702A	9/10/1999			
		EP 0 424 648A	2/2/1991			
		EP 1162840 A2	12-2001	Wilson		

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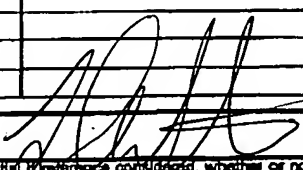
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)	Complete if Known	
	Application Number	10/017,640
	Filing Date	December 14, 2001
	First Named Inventor	William Matz
	Art Unit	3629
	Examiner Name	J. P. Ouellette
Sheet 5 of 7	Attorney Docket Number	BS01342

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No.†	Document Number Number-Kind Code* (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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		US- 5,758,257	5-1998	Herz	
		US- 5,410,344	4-1995	Graves	
		US- 5,754,393	5-1998	Herz	
		US- 5,838,314	11-1998	Neel	
		US- 6,029,045	1-2001	Alexander	
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Sheet	6	of	7
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Application Number	10/017,640
Filing Date	December 14, 2001
First Named Inventor	William Matz
Art Unit	3629
Examiner Name	J. P. Ouellette
Attorney Docket Number	BS01342

Examiner Initials*	Cite No.†	Document Number	Publication Date MM-DD-YYYY	Name of Petitioner or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
JS		US 6,005,597	12-1999	Barrett	
JS		US 6,314,568	11-2001	Ochiai	
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JS		US 2002/0199197	12-2002	Winter	
JS		US 5,543,811	7-1996	Levitan	
JS		US 2003/0067554	4-2003	Klarfield	
JS		US 6,202,210	3-2001	Ludtke	
JS		US 5,630,119	5/13/1997	Arlatides	
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JS		US 5,983,227	11/9/1999	Nazem	
JS		US 5,038,211	8/6/1991	Hallenbeck	
JS		US 5,559,548	9/24/1996	Davis	
JS		US 6,463,585	10/2002	Hendricks	
JS		US 6,505,348	1-2003	Knowles	
JS		US 6,185,614	2/2001	Cuomo	
JS		US			
JS		US			
JS		US			

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		Application Number	09/496,825
		Filing Date	December 14, 2001
		First Named Inventor	William Matz
		Art Unit	3629
		Examiner Name	J. P. Ouellette
Sheet 7	of 7	Attorney Docket Number	BS01342

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/		www.actv.com, Screen Print, 10/8/2000	
/		"ACTV, Inc. Offers Exclusive Preview of 'Individualized Television' at Official All-Star Cafe," Business Wire, Sept. 16, 1998.	
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/		Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.	
/		Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg.. 27, Sept. 21, 2001.	

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